

Abstract

Title: The Children and Youth Olympics in the Czech Republic in the sports, economy and marketing sphere

Objectives: The main aim of this work is to analyse all the available documents of all the individual Children and Youth Olympics in the Czech Republic from 2003 to 2013 in the sports, economy and marketing sphere.

Methods: Dissertation is divided into three parts based on data from relevant Czech Olympic Committee documents. The first part is primarily about sport and analyses success of the Children and Youth Olympics athletes at International Games. The second part focuses on budget of particular Games. And the third part contains analysis of marketing support - partnership, media support, merchandising and information leaflets.

Results: We can observe positive results at all three areas - sports, economy and marketing. The Children and Youth Olympics is based on strong platform that helps to spread olympic idea among young people in the Czech Republic. Proposals and recommendations for future Games are based on detailed analysis and evaluation of all three parts.

Key words:

Olympism, Czech Olympic Committee, Children and Youth Olympics, financing of the sports activities, marketing of sports event, publishing